

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM341733

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lyon Advertising, Inc.		05/19/2015	CORPORATION: TEXAS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Paqui LLC		
<b>Street Address:</b>	9600 Escarpment Boulevard, #745-28		
<b>City:</b>	Austin		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	78749		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: TEXAS		
<b>PROPERTY NUMBERS Total: 13</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4612797	VERY VERDE GOOD	
<b>Registration Number:</b>	4525256	HAUNTED GHOST PEPPER	
<b>Registration Number:</b>	4470009	STREET CORN	
<b>Registration Number:</b>	4458029	ORIGINAL DELIGHTS	
<b>Registration Number:</b>	4421577	COWBOY RANCH	
<b>Registration Number:</b>	3923576	PAQUI	
<b>Registration Number:</b>	3923575	PAQUI	
<b>Registration Number:</b>	3842080	HOMEMADE HAPPINESS	
<b>Registration Number:</b>	3838304	PAQUI	
<b>Registration Number:</b>	3841944	PAQUI	
<b>Serial Number:</b>	86312755	HATCH CHILE HARVEST	
<b>Serial Number:</b>	86418999	HOMEMADE HORROR	
<b>Serial Number:</b>	86525910	FRESH FROM AUSTIN, TEXAS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6175231231		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	6175701000		
<b>Email:</b>	tadmin@goodwinprocter.com		

OP \$340.00 4612797

**Correspondent Name:** Ryan E. Thomas  
**Address Line 1:** Goodwin Procter LLP  
**Address Line 2:** Exchange Place, 53 State Street  
**Address Line 4:** Boston, MASSACHUSETTS 02109-2881

**ATTORNEY DOCKET NUMBER:** 131687/239146

**NAME OF SUBMITTER:** Ryan E. Thomas

**SIGNATURE:** /RET/

**DATE SIGNED:** 05/19/2015

**Total Attachments: 2**

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# TRADEMARK ASSIGNMENT

This Trademark Assignment (“Assignment”), dated as of May 19, 2015, is by and between Lyon Advertising, Inc., a corporation organized under the laws of Texas, with its principal place of business located at 9600 Escarpment Boulevard, #745-28, Austin, Texas 78749 (“Assignor”), and Paqui LLC, a limited liability company organized under the laws of Texas, with its principal place of business located at 9600 Escarpment Boulevard, #745-28, Austin, Texas 78749 (“Assignee”).

WHEREAS, Assignor holds all right, title and interest in and to the trademarks, service marks and trade names set forth on Exhibit A attached hereto and incorporated herein by reference (the “Marks”);

WHEREAS, Assignor now intends to assign, and Assignee is desirous of acquiring the Marks from Assignor, together with the goodwill of the business symbolized thereby;

NOW, THEREFORE, in consideration of the foregoing premises and covenants, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged,

1. Assignor does hereby assign, transfer and set over to Assignee all right, title, and interest in and to the Marks, together with any and all applications and registrations therefor, and all of the goodwill symbolized thereby and appurtenant thereto.

2. Assignor does also hereby assign, sell, transfer and set over unto Assignee all claims for damages for reason of past or current infringement of the Marks, as well as the right to sue for and collect the same for its own use and enjoyment.

3. Assignor further authorizes the Director of the United States Patent & Trademark Office, and any official of any U.S. state or states, or any country or countries foreign to the United States, whose duty it is to record trademark registrations, applications and title thereto, to record the Marks and title thereto as the property of Assignee, its successors, legal representatives and assigns in accordance with the terms of this instrument.


IN WITNESS WHEREOF, the undersigned has executed this Assignment as a sealed instrument as of the date first above written.


Assignor:

Assignee:

LYON ADVERTISING, INC.,

PAQUI LLC,

By:  \_\_\_\_\_  
Name: Douglas Lyon  
Title: Chief Executive Officer

By:  \_\_\_\_\_  
Name: Douglas Lyon  
Title: Vice President

**Exhibit A**  
**Marks**

<b>Registrations</b>		
<b>Mark</b>	<b>Registration No.</b>	<b>Registration Date</b>
VERY VERDE GOOD	4612797	09/30/2014
HAUNTED GHOST PEPPER	4525256	05/06/2014
STREET CORN	4470009	01/21/2014
ORIGINAL DELIGHTS	4458029	12/31/2013
COWBOY RANCH	4421577	10/22/2013
PAQUI	3923576	02/22/2011
PAQUI	3923575	02/22/2011
HOMEMADE HAPPINESS	3842080	08/31/2010
PAQUI	3838304	08/24/2010
PAQUI	3841944	08/31/2010

<b>Applications</b>		
<b>Mark</b>	<b>Serial No.</b>	<b>Filing Date</b>
HATCH CHILE HARVEST	86312755	06/18/2014
HOMEMADE HORROR	86418999	10/09/2014
FRESH FROM AUSTIN, TEXAS	86525910	02/05/2015